

IN THE CLAIMS

Please cancel claims 1-20 without prejudice.

Please add new claims 21-40 as follows:

1-20 (Cancelled).

21. (New) A method for selling jewelry comprising the steps of:

providing a selection of rough stones to a customer;

allowing the customer to choose a specific rough stone from the selection of rough stones;

cutting the specific stone into at least two cut stones;

selling the cut stones to the customer;

allowing the customer to present the cut stones to at least two recipients,

whereby the customer and the recipients have a specific sentimental relationship.

22. (New) The method of selling jewelry as claimed in claim 21 wherein the customer and one of the recipients are same person.

23. (New) The method of selling jewelry as claimed in claim 21 wherein the customer is a parent and the recipients are at least two children of the parent.

24. (New) The method of selling jewelry as claimed in claim 21 wherein the customer is a grandparent and the recipients are at least two grandchildren of the grandparent.

25. (New) The method of selling jewelry as claimed in claim 21 whereby the selection of rough stones have stones of different karat, color and clarity.

26. (New) The method of selling jewelry as claimed in claim 21 further comprising the step of determining a cutting configuration for the specific rough stone.

27. (New) The method of selling jewelry as claimed in claim 26 whereby the cutting configuration is any possible type of cut for a gemstone.

28. (New) The method of claim 21 further comprising the step of:
mounting the at least two stones to at least two pieces of jewelry, the pieces of jewelry being presented to the recipients.
29. (New) The method of claim 22 wherein the specific sentimental relationship is husband and wife.
30. (New) The method of claim 22 wherein the specific sentimental relationship is a life partner.
31. (New) The method of claim 22 wherein the specific sentimental relationship is parent and child.
32. (New) The method of claim 22 wherein the specific sentimental relationship is siblings.
33. (New) The method of claim 22 wherein the specific sentimental relationship is persons engaged to be married.
34. (New) The method of claim 21 wherein the step of providing a plurality of rough stones to a customer is presented over the Internet.
35. (New) The method of claim 21 wherein the step of providing a plurality of rough stones to a customer is presented at a retail store.
36. (New) The method of claim 21 wherein the step of providing a plurality of rough stones to a customer is presented in a catalogue.
37. (New) The method of claim 21 wherein the specific rough stone is a diamond.
38. (New) The method of claim 21 wherein the specific rough stone is a ruby.
39. (New) The method of claim 21 wherein the specific rough stone is an emerald.
40. (New) The method of claim 1 wherein the specific rough stone is a sapphire.

41. (New) A method for selling jewelry comprising the steps of:
- cutting a plurality of rough stones into a selection of individual sets of cut stones, the individual sets of cut stones including cut stones being cut from the same rough stone;
 - providing the selection of individual sets of cut stones to a customer;
 - allowing the customer to choose a specific individual set of cut stones from the selection of individual sets of cut stones;
 - selling the specific individual set of cut stones to the customer;
 - allowing the customer to present the cut stones to at least two recipients, whereby the customer and the recipients have a specific sentimental relationship.
42. (New) The method of selling jewelry as claimed in claim 41 wherein the customer and one of the recipients are same person.
43. (New) The method of claim 41 further comprising the step of:
- mounting a number of cut stones to an equal number of jewelry pieces, the jewelry pieces being presented to the recipients.
44. (New) The method of claim 42 wherein the specific sentimental relationship is husband and wife.
45. (New) The method of claim 42 wherein the specific sentimental relationship is persons engaged to be married.